

<p>Attorney or Party Name, Address, Telephone & FAX Nos., State Bar No. & Email Address</p> <p>D. EDWARD HAYS, #162507 ehays@marshackhays.com DAVID A. WOOD, #272406 dwood@marshackhays.com TINHO MANG, #322146 tmang@marshackhays.com MARSHACK HAYS LLP 870 Roosevelt Irvine, CA 92620 Telephone: (949) 333-7777 Facsimile: (949) 333-7778</p> <p><input type="checkbox"/> Individual appearing without attorney <input checked="" type="checkbox"/> Attorney for: Chapter 7 Trustee, RICHARD A. MARSHACK</p>	<p>FOR COURT USE ONLY</p>
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**UNITED STATES BANKRUPTCY COURT
CENTRAL DISTRICT OF CALIFORNIA - SANTA ANA DIVISION**

<p>In re: ULTIMATE BRANDS, INC.</p> <p style="text-align: right;">Debtor(s).</p>	<p>CASE NO.: 8:19-bk-12516-TA CHAPTER: 7</p> <p style="text-align: center;">NOTICE OF SALE OF ESTATE PROPERTY</p>
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<p>Sale Date: January 7, 2020</p>	<p>Time: 11:00 a.m.</p>
<p>Location: United States Bankruptcy Court, Central District of California, Ronald Reagan Federal Building and Courthouse, 411 West 4th Street, Santa Ana, Courtroom 5B, 5th Floor, California 92701</p>	

Type of Sale: Public Private **Last date to file objections:** December 24, 2019

Description of property to be sold: All right, title, and interest of this Estate to the extent that the Estate has such interest in the assets specified in Schedule "A" to the asset purchase agreement attached to the Motion to Approve Compromise filed on December 17, 2019 and reattached to the notice of sale. The Trustee makes no representation, warranty, or guaranty regarding the interest of the Estate in the specified property and is selling the equivalent of a quitclaim in such assets.

Terms and conditions of sale: Included in the asset purchase agreement is a guaranteed cash price of \$155,000, which is subject to overbid, and a bifurcated additional settlement and compromise which the purchaser agrees to provide a payment of approximately \$95,000 in exchange for mutual releases and waivers between the settling franchisees and the Trustee regarding the extent of the Estate's interest in certain franchise agreements which were originally executed by Ultimate Franchises, Inc. (a non-debtor entity) and the settling franchisees. The two components are severable.

Proposed sale price: \$155,000 subject to overbid

Overbid procedure (if any): The proposed sale is subject to overbid. The Trustee is willing to entertain any overbid from any interested party up to and including the hearing on January 7, 2020 at 11:00 a.m. The overbid must be \$160,000 or more, and be guaranteed funds. The Trustee may conduct an auction at the hearing if there are any overbidders.

If property is to be sold free and clear of liens or other interests, list date, time and location of hearing:

January 7, 2020

United States Bankruptcy Court, Central District of California

411 West 4th Street, Santa Ana, California 92701

Courtroom 5B, Fifth Floor

Contact person for potential bidders (include name, address, telephone, fax and/or email address):

D. Edward Hays / Tinho Mang

ehays@marshackhays.com / tmang@marshackhays.com

MARSHACK HAYS LLP

870 Roosevelt

Irvine, CA 92620

Telephone: (949) 333-7777

Facsimile: (949) 333-7778

Date: December 17, 2019

PROOF OF SERVICE OF DOCUMENT

I am over the age of 18 and not a party to this bankruptcy case or adversary proceeding. My business address is:
870 Roosevelt, Irvine, CA 92620

A true and correct copy of the foregoing document entitled: **NOTICE OF SALE OF ESTATE PROPERTY** will be served or was served (a) on the judge in chambers in the form and manner required by LBR 5005-2(d); and (b) in the manner stated below:

1. **TO BE SERVED BY THE COURT VIA NOTICE OF ELECTRONIC FILING (NEF)**: Pursuant to controlling General Orders and LBR, the foregoing document will be served by the court via NEF and hyperlink to the document. On **December 17, 2019**, I checked the CM/ECF docket for this bankruptcy case or adversary proceeding and determined that the following persons are on the Electronic Mail Notice List to receive NEF transmission at the email addresses stated below:

Service information continued on attached page

2. **SERVED BY UNITED STATES MAIL**:

On **December 17, 2019**, I served the following persons and/or entities at the last known addresses in this bankruptcy case or adversary proceeding by placing a true and correct copy thereof in a sealed envelope in the United States mail, first class, postage prepaid, and addressed as follows. Listing the judge here constitutes a declaration that mailing to the judge will be completed no later than 24 hours after the document is filed.

MAIL REDIRECTED TO TRUSTEE

08/13/19

DEBTOR

ULTIMATE BRANDS INC

30821 SEMINOLE PL

LAGUNA NIGUEL, CA 92677-2456

Service information continued on attached page

3. **SERVED BY PERSONAL DELIVERY, OVERNIGHT MAIL, FACSIMILE TRANSMISSION OR EMAIL**: Pursuant to F.R.Civ.P. 5 and/or controlling LBR, on **December 17, 2019**, I served the following persons and/or entities by personal delivery, overnight mail service, or (for those who consented in writing to such service method), by facsimile transmission and/or email as follows. Listing the judge here constitutes a declaration that personal delivery on, or overnight mail to, the judge will be completed no later than 24 hours after the document is filed.

VIA PERSONAL DELIVERY

PRESIDING JUDGE'S COPY

Bankruptcy Judge Honorable Theodor C. Albert.

U. S. Bankruptcy Court – Central District

411 W. Fourth Street, Suite 5085 / Courtroom 5B

Santa Ana, CA 92701

Service information continued on attached page

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct.

December 17, 2019

Date

Cynthia Bastida

Printed Name

/s/ Cynthia Bastida

Signature

This form is mandatory. It has been approved for use by the United States Bankruptcy Court for the Central District of California.

1. **TO BE SERVED BY THE COURT VIA NOTICE OF ELECTRONIC FILING (NEF):** (continued)

- **ATTORNEY FOR INTERESTED PARTY MAXIM COMMERCIAL CAPITAL, LLC:** Andrew K Alper
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- **ATTORNEY FOR TRUSTEE RICHARD A MARSHACK (TR):** D Edward Hays ehays@marshackhays.com,
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- **ATTORNEY FOR CREDITORS SHIPSHAPE COLLECTIVE OF FITCHBURG, LLC; CREDITOR JOHN SHAW;
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- **ATTORNEY FOR CREDITOR WHEATSTRONG ENTERPRISES and CREDITOR MICHAEL JOHN
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- **UNITED STATES TRUSTEE (SA):** United States Trustee (SA) ustpregion16.sa.ecf@usdoj.gov
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